



(Minor edit to existing announcer VO with re-recorded end tag)

OPTION 1:

Enforcement

New text message. [SFX: incoming message] One Mississippi. A glance down. Two Mississippi. Just a

quick text back. Three Missi... [SFX: crash followed by sirens, etc.] Life can change forever in a few

thumb swipes. In fact, texting makes you 23 times more likely to crash. It's illegal, dangerous and too

often deadly. Drive... distraction... free.

You drive. You text. You Pay. Brought to you by the North Dakota D.O.T and your local law enforcement

through Vision Zero.

Non-enforcement

New text message. [SFX: incoming message] One Mississippi. A glance down. Two Mississippi. Just a

quick text back. Three Missi... [SFX: crash followed by sirens, etc.] Life can change forever in a few

thumb swipes. In fact, texting makes you 23 times more likely to crash. It's illegal, dangerous and too

often deadly. Drive... distraction... free.

Brought to you by the North Dakota Department of Transportation through Vision Zero.